

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

YAT & C (PMU) Department - Tourism Promotion - Opening of Haritha Hotel, Begumpet, Hyderabad - Printing and Supply branding material - Sanction of Rs.4,75,680/- (Rupees Four Lakhs Seventy Five Thousand Six Hundred and Eighty Only) - Orders - Issued.

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 915.

Dated: 22 -11-2013.

Read the following:-

1. From M/s. Associated Advertising, Hyderabad, Lr., Dated: 02-09-2013.
2. Government Letter No. 5421/PMU/A(2)/2013, YAT & C (PMU) Department, Dated: 20-09-2013.
3. From M/s. Associated Advertising, Hyderabad, Lr., Dated: 04-10-2013.

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ORDER:

The 2013 official World Tourism Day (WTD) celebrations will be held all over the world on 27th September 2013. This year in support of United Nations International Year of Water Co-operation, World Tourism Day (WTD) 2013 is being held under the theme “Tourism and Water Protecting our Common Future”. The Tourism Department is taking campaigning to promote the various destinations and operations of Tourism Department. As part of initiate, it is proposed to take up publicity of Hotel Haritha Plaza at Begumpet, Hyderabad which is a joint initiate of General Administration Department, Government of Andhra Pradesh and Tourism Department (APTDC).

2. In the reference 1st read above, M/s. Associated Advertising, Hyderabad has submitted a proposal for branding of Hotel Haritha Plaza, Begumpet, Hyderabad with the following items and rates. Accordingly, Government in reference 2nd read above has permitted M/s. Associated Advertising, Hyderabad to take up the work.

S.No.	PARTICULARS	AMOUNT
1.	Pylon direction signage in size 15x8 feet (double sided) with ACP with router cut acrylic cut letters near complex entrance	Rs.1,93,200/-
2.	“Hotel Haritha Plaza” SS letters on the left wall of Hotel entrance in size 15 x 8.5 feet	Rs.72,430/-
3.	Name board in wood (Banquet Halls/Board Room) with lazer etching of names in size 12 x 24 inches - for 5 nos @ 2,300/- each	Rs.11,500/-
4.	Multi colour General folder in size 8.5 x 5.5 inches (closed) with single fold printed on 130gsm art paper - For 5000 nos	Rs.26,250/-
5.	Multi colour Invitation card in size 8.25 x 5.75 inches (closed sized) printed on 300gsm art card with envelope in single colour For 200 nos (100 x 2 types)	Rs.9,300/-
6.	Multi colour brochure of 8 pages in size in size 7 x 9 inches (closed) with centre pinning printing on 250gsm art card with cover page matt lamination - For 3000 nos	Rs.63,000/-
7.	Pull out standee banners in size 3 x 5 feet with display printed on squality eco vinyl for 5 Nos. @3,500	Rs.17,500/-
8.	Fixing of ACP sheet with router cut acrylic letters to the existing podium table display at the entrance	Rs.16,000/-
9.	Covering existing hoarding display “Play cool” with Hotel Haritha Plaza branding printed in flex in size 40x25 feet including looping, piping, binding and labour.	Rs.25,100/-
10.	Drop down flex banner with “Hotel Haritha Plaza” branding on the left hand corner of the building in size 45x50 feet including looping, piping, binding and labour.	Rs.41,400/-
TOTAL.		Rs.4,75,680/-

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3. Government after careful examination of the matter hereby sanction an amount of Rs.4,75,680/- (Rupees Four Lakhs Seventy Five Thousand Six Hundred and Eighty Only) to M/s. Associated Advertising Private Limited, Hyderabad towards Printing and Supply the above branding material for opening of Haritha Hotel, Begumpet, Hyderabad in connection with World Tourism Day - 2013.

4. The amount sanctioned at para-3 above shall debited to the following Head of Account:

“3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to Tourists - Schemes included in PLAN, 11- Normal State Plan, 20-PMU-Promotion of Tourism / Events, 500- Other Charges, 503 - Other expenditure”.

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para-3 above and disburse the same to M/s. Associated Advertising Private Limited, Hyderabad through online. The following are bank account details:

Bank Name	:	State Bank of India
Bank Branch	:	Secunderabad
Bank Account No.	:	10725427162
IFSC Code	:	SBIN00 00916

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
M/s. Associated Advertising Private Limited, Hyderabad.
The Assistant Secretary to Government and Drawing & Disbursing Officer,
YAT & C (PMU) Department.
The Deputy Pay & Accounts Officer, Secretariat, Hyderabad.
The YAT & C (PMU - Claims) Department.
SF/SCs.

//Forwarded :: By Order//

SECTION OFFICER